

City of Stockton Memorial Civic Auditorium



*The statuesque beauty of the Stockton Memorial Civic Auditorium
provides a perfect centerpiece to historic downtown.*

Operational Plan

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OPERATIONAL PLAN

Mission

Our mission is to provide the community assistance with their event needs by offering a safe, positive, affordable and well known facility in which to hold community and social events.

Vision

The vision of the Community Services Department is "Continuously improving the quality of life for our community through parks, recreation, programs and leadership".

Background

In October, 1920, a bond election was held in order to raise funds to purchase a site and construct a Memorial Auditorium in Stockton. The City had been considering the necessity for a large facility to house community events for many years. Following World War I, when plans were being made to commemorate the Stockton men who had lost their lives in the war, it was proposed that an auditorium be built. When the building was dedicated, it included two bronze tablets in the lobby, with the inscriptions: *"To the men of Stockton, California who gave their lives in the World War"* from the Women of Stockton; and *"To the men of San Joaquin County who gave their lives in the World War"* from the Board of Supervisors. The inscription on the building was written by City Clerk Albertis L. Banks. It says: *"Tomorrow and forever, the people of Stockton will hold in memory the valor of their sons who, on land and sea, at home and abroad, served their country in defense of liberty."* The completed building was accepted by the city on November 4, 1925, and dedicated on Veteran's Day that same year.

Since its dedication, November, 1925 the Stockton Memorial Civic Auditorium has hosted thousands of regional and community events. In 1990, the building was designated a Stockton Historic Landmark by the City Council. In 2009, the City began a renovation project for the Civic Auditorium HVAC System.

The Stockton Civic Memorial auditorium is scheduled to re-open in November of 2010.

Hours of Operation

Standard operating hours for the Civic Auditorium are from 9:00 am until 1:00 a.m., although arrangements for activities before and after these hours can be made through the Special Event Facility Coordinator. The rental contract will indicate either these standard hours or other hours stated in the rental agreement. Additional hours outside the standard hours are subject to an hourly rental rate and overtime staff costs.

FACILITY DESCRIPTION

Main Auditorium: The enormously versatile facility measures 120x100 with oak hardwood floors, elaborate historical detailing with high vaulted ceiling and glass dome at center. The Main Auditorium is an excellent facility for large meetings, lectures, weddings, quinceneras, large dinners, shows, concerts, boxing or wrestling competitions and activities requiring a large stage.

North Hall: Adjacent to the auditorium on the North side is the North Exhibit Hall. The dimension of the North Hall is 55'x 32 and the capacity varies depending on the size of the group and purpose of use. As you enter the hall the beautiful hardwood floors immediately add warmth to the room and your function. This hall can lend itself nicely to theatrical productions, lectures, meeting, small banquets, bridal showers, anniversaries, or dinner dances.

South Hall: Adjacent to the auditorium on the south side is the South Hall. The dimensions of this hall are 86'x32' and you can easily create the perfect atmosphere for your event. This attractive hall can be used for meetings, banquet, or a dinner dance.

Walnut Room: Located on the first floor of the auditorium, and complete with restrooms. The room is 32'x 37 and can accommodate 100 guests, whether it is for a lecture, luncheon, meeting or small dinner.

North Parking Lot: Due to the fact that there may be multiple events in the downtown area and no parking is reserved or designated for the Civic Auditorium, we recommend informing guests or patrons to arrive early and to take advantage of street parking and the various paid parking structures in the area. The Civic North Parking lot per day rental (102 parking spaces), Rates found in the Parking section of the fee schedule listed under "Daily Parking – Designated Lots Only".

Facility Description Chart:

Room Name	Occupancy	Sq. Ft.	Banquet Style	Classroom Style	Theater Style	Unique Amenities
Main Floor	1400	120,000	1000	1000	1400	Stage/2 Dressing Rooms
Balcony Area	1800		-	-	-	
South Hall	200	2752	100	150	200	
North Hall	150	1760	80	100	150	Stage
Walnut Room	75		50	50	50	
Kitchen – adjacent to South Hall			-	-	-	Warming Kitchen, 8 Refrigerators, ovens
Parking Lot (Optional)	102 spaces		-	-	-	Convenient guest parking

EVENT GUIDELINES

Reservations:

Submitting an event checklist is the first step in beginning the rental process. At time of submitting the event checklist and deposit the Facility Coordinator will discuss event needs, rental fees and provide lessee with tour of the facility. Once the checklist is completed, a confirmation packet will be provided to lessee. This packet contains a letter outlining fees, payment schedule, a list of requisite conditions of use for your event, and a checklist showing any required supplemental permits such as health permit and/or alcohol (ABC) permit.

- *Reservation can be made 1 year to the date of the event and no later than 45 days prior.*

Community Services will consider applications which are over the one year period and make reservations if they are in the best interest of the city and provide an economic benefit to the City of Stockton.

Security Damage Deposit:

Required to reserve a date. Amount depends on size and scope of event. Fee is refundable within one month after the event if facility was left undamaged and no extra cleaning was required following the event. A final walk through with maintenance staff and a signed "Rental Inspection Checklist" will note any discrepancies on the checklist. City staff will determine the monetary charges for damages. The cost of any cleaning or repairs required will be deducted from the security damage deposit or insurance.

Cancellation Policy:

If reservation is cancelled more than 120 days prior to the date of the event the lessee receives deposit minus a \$50.00 processing fee. If cancellation is less than 120 days prior to the date of the event then lessee forfeits entire deposit.

If reservation is cancelled less than 45 days prior to the date of the event then lessee forfeits deposit and entire base rent. If the facility is rented by a different party for that date then the lessee will be refunded all fees minus a \$50.00 processing fee.

Annual Dates:

All Non-profit and ticketed event organizers have the opportunity to submit a letter requesting a continuous annual date. Annual letters must be submitted to the Community Services Department and approved prior to an annual date be granted. Annual date holders must submit security/reservation deposit and event forms 6 months prior to the date of the reservation or it will be released.

** The City of Stockton reserves the right to block off dates that will not be available for reservation 1 year in advance.*

The City will reserve annual dates for the Martin Luther King Celebration, Black Family Day, and the Chinese New Year Festival.

Fire Inspections:

Events planning to use heat lamps, propane or butane tanks, a tent larger than 20'x10' (200 sq. ft.) or a canopy larger than 20'x20' (400 sq. ft.) and lighted décor candles will require a fire permit. Fire permit application can be obtained through the City of Stockton Fire Prevention Office at (209) 937-8271. It is required that you submit permit 14 days prior to your event and pay any additional fees applicable.

Street Closures:

If the event closes or impacts traffic on streets or sidewalks, or if you want to post "no parking" signs on streets that normally allow street parking, a street closure permit will be required. The service fee and street closure request will not be accepted after 45 days prior to your event due to Police hire back notification and City inter-office timeline.

Planning Meeting:

Facility Coordinator will set up a final planning meeting with lessee to complete all rental requirements, provide assistance with table and chair design detail, facility coordinator will act as liaisons between all other City Departments which include Fire, PD, Risk Management and Public Works.

Security:

Security is required for all events at a ratio of 1/100. The Stockton Police Department will determine the minimum number of licensed private security guards and/or police officers required to adequately staff your event. A copy of the security company contract showing the hours of service must be submitted no later than 45 days prior to the event as proof of compliance. Refer to City's approved security list when choosing your security company.

Insurance:

Insurance requirements depend upon the risk level of the event. If event includes alcohol, liquor liability coverage must be included on your certificate of insurance. Before final permit approval, you will need commercial general liability insurance this will be determined at your pre-planning meeting. The City of Stockton must be named as an "additional insured" on a separate endorsement which must be attached to the certificate of liability. Insurance coverage must be maintained for the duration of the event, including set-up and break-down dates. The event promoter has the option of insuring the event and all vendors or ensuring that each vendor provides their own insurance coverage.

FACILITY EVENT DEFINITIONS

Commercial: Any special event organized and conducted by any person that does not qualify as a tax exempt, non-profit organization.

Non Profit: Organization which offices located within the Stockton city limits or those providing services of funding benefiting Stockton residents, such as non-profit, chartered, civic, charitable, or governmental, and non – profit educational institutions, local religious corporations and societies. 501 (C3) tax exempt statuses must be verified. The organization must play the major role in producing the event, and/or receive a minimum of 80% of event profits, in order for the discounted rate schedule to apply and may not merely serve as a “figure head beneficiary” for a private promoter.

Note: Non – profits will be offered first rights of refusal in situations where full payment event applications are received for the same date.

City Departments: Any City Department excluding the Community Service Department that request usage of the facility for City business meeting purposes.

* *Reservation for usage of facility can only be made Monday – Friday. All paid rentals have priority to facility reservation, which may cause possible cancellation to City Department reservation if request is made.*

Community Service Events and Meetings: Any usage of the Civic Auditorium from this department will not be charged a rental fee or set up fee. The Community Service Department will manage the daily operations and cost of maintenance.

Ticketed Events: Promoters or Entertainment Organization will be required to utilize the Cities contract to print event tickets. Additional surcharges and printing fee will apply. Events such as boxing, concerts, live shows, etc. will be required to pay the City 10% of gross receipts ticketed sales.

Multiple Rentals: All ticketed events that use our ticketing system three times within the calendar year will receive a multiple discount rate on the based rental fee. Additional fees and requirements will still apply.

1st booking – Standard rental rate and any additional fees apply
2nd booking – \$500.00 off based rental rate and any additional fees apply
3rd booking - \$1,000.00 off based rental rate and any additional fees apply

SPONSORSHIP-COMMUNITY AND CULTURAL EVENTS

Co – sponsorship: The City of Stockton is endorsing an event conducted by a community – based organization, and the City Manager has determined that the event meets all of the criteria set forth below; and therefore the base rental fee for the facility will be waived while all other costs listed as additional rates and concessions will be charged.

In accordance with our special events ordinance #007-07 C.S. list below are the requirements for co-sponsorship of events:

- The event must be free and open to the public. This means no admission fee can be charged and no monetary donations can be requested from the public or participants.
- No alcohol can be served at the event.
- The event must have a cultural, social, or educational benefit to the community.
- The event cannot be religious or political in nature or seek to support or oppose any religious or political viewpoint.
- The event must be held at a City managed facility.
- The organization must follow all of the normal procedures and meet all requirements for special events.

Any community-based organization may request co-sponsorship. Requests must be made in writing and are limited to two events per year.

The City will give priority to events which may pay full rates. Co-sponsored or non-profit events will be offered first right of refusal in order to secure their date.

Community Services staff will make every effort to accommodate a displaced event in another appropriate city facility or secure another date.

RATES

Main Hall	Description	FEE
Commercial Rate	Peak Rate - Full Day	\$3,517.00
	Peak Rate – 6 Hour Period	\$1,936.00
	Non Peak – Full Day	\$2,813.00
	Non – Peak 6 Hour Period	\$1,539.00
Non –Profit Rate	Peak Rate – Full Day	\$2,714.00
	Peak Rate – 6 Hour Period	\$1,539.00
	Non – Peak Full Day	\$1,810.00
	Non – Peak 6 Hour Period	\$1,133.00
South and North Hall		
Commercial Rate	Any Day - Full Day	\$1,055.00
	Any Day - 6 Hour Period	\$616.00
Non –Profit Rate	Any Day - Full Day	\$879.00
	Any Day - 6 Hour Period	\$528.00
Walnut Room	Any Day – Per hour	\$25.00
		Key: Peak = Sat. & Sun.
		Non – Peak = Mon. – Fri.

Facility – Additional Amenities	Description	Fee
Banquet Table	8 x 30 (Seats 8 to 10)	Included
Round Table	60” Round (Seats 8 to 10)	Included
Kitchen		\$122.00
Parachute	Draping Ivory/White Canvas	\$130.00
Mirror Ball	Stunning display of lighting reflection	\$50.00
Readers Board	Display Announcements	Included
Boxing Ring	Classic ring and padding	\$840.00
Box Office		\$500.00
Cancellation Fee		\$50.00
Concession Percentage		5%
Alcohol Percentage		15 %
Merchandise Percentage		10%
Civic Parking Lot	102 Parking spaces	Fee found in City’s Annual Fee Schedule under “Parking” Section, see Daily Parking – Designated Lots Only line item
Table and Chair Set up	See details attached	See details attached

CONCESSION AND ALCOHOL SALES

All organized events planning to sell concession, non alcoholic or alcoholic beverages will be required to pay the City of Stockton a percentage of their total gross collected. See fee schedule for percentages. Vendors 45 days prior to the event must submit all event requirements and sign vendor form in order to meet approval of being on City property. Payment must be received 3 to 5 business after the event with a complete sales report.

Marketing

The marketing plan consists of basic considerations necessary to ensure the success of the Stockton Memorial Civic Auditorium. To a level of attractiveness needed to achieve the goals set forth in the Mission Statement.

Annual Marketing Plan: The following chart represents the Annual Marketing Strategy for the Stockton Memorial Civic Auditorium.

MEDIA TYPE	NAME	FREQUENCY	FOCUS
Magazine	San Joaquin Magazine Visitors Bureau Magazine	Monthly	<ul style="list-style-type: none">• Presenting Season• Facilities Available• All events in the facility
Brochure	City of Stockton	Available on Request	<ul style="list-style-type: none">• Presenting Season• Facilities Available• Facility Information
E-Blast	Past and previous event organizers list	Monthly	<ul style="list-style-type: none">• Current mail list• Re-opening of facility• Facility Information
Phone Book	San Joaquin Yellow Pages	Annual Agreement	<ul style="list-style-type: none">• Facilities Available• Contact Information
Community Events	Scottish Rite Temple Annual Bridal Show	On going	<ul style="list-style-type: none">• Facilities Available• Facility Information
Television	Channel 97	On going	<ul style="list-style-type: none">• Presenting Season• Facilities Available
City Produced events	Bridal Show Art Exhibit Arts and Crafts Faire		<ul style="list-style-type: none">• Showcase of the Civic• Increase awareness of facility
Partnerships and Collaborations	SMG Various Chambers	On going	<ul style="list-style-type: none">• Facility appropriate events

STAFFING

Administration Staff: Administrative staff will book all events for all halls and obtains or completes all related paperwork, type's contract, and initiates any necessary follow up. Familiar with policies and regulations concerning the facility, maintains an events calendar, collects all payments due to City from rental of Auditorium. Coordinate with all City Departments verifying requirements and processing for approval, insures the Maintenance staff and on site event staff have contracts available and lay-outs set up as requested by lessee.

Public Works Maintenance Staff: Maintaining the daily cleaning of the facility, identify areas of the facility that need additional work orders requested. Arrange set up of the facility for lessees and assist lessees at time of set up. Operating HVAC and lighting sound system for lessee during event set up.

On site event staff: Part time staff will be on site at time of event to assist lessee with the following; Confirm set up of facility is correct, assist with transition arriving to facility, Act as liaison between catering staff, M.C., photographer, security company and videographer, arrange lighting set up through the event and overall supervision of entire reception.